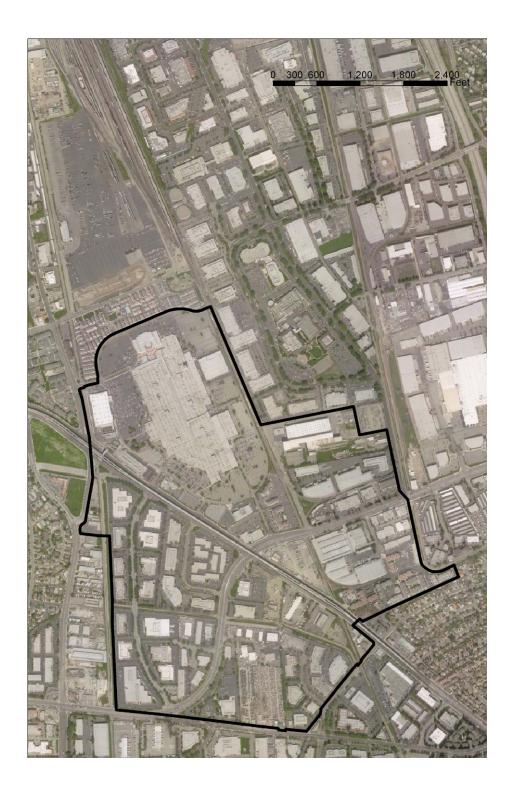
Milpitas Transit Area Concept Plan



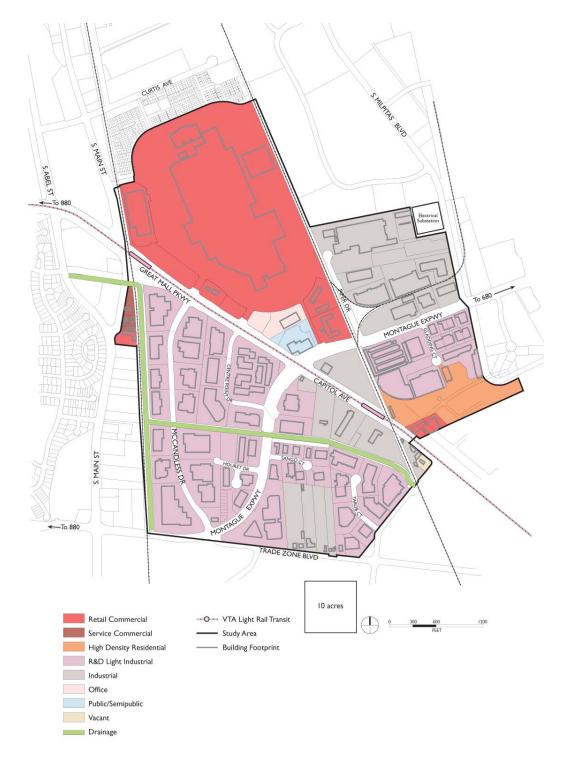
Urban and Regional Planners

Milpitas Transit Area Concept Plan



Existing Uses

- Retail
- R&D/Light Industrial
- Heavy Industrial
- Commercial Hotel,
 Office, Educational
- Residential
- Electrical Substation
- Rail Lines
- Drainage Facilities



Property Ownership

- Great Mall Mills Corporation
- Montague/Piper Area Properties changing ownership
- Multiple Properties in Single Ownership
- Sophisticated
 Property Owners –
 experienced
 investors



Milpitas Transit Area Concept Plan

Existing Zoning/ Specific Plan Components

- Industrial Zoning
- High Density Residential Zoning
- Transit-Oriented Overlay
- Bike/Ped Trails
- Future Parks
- Streetscape Project
- Capitol Av. Crossing



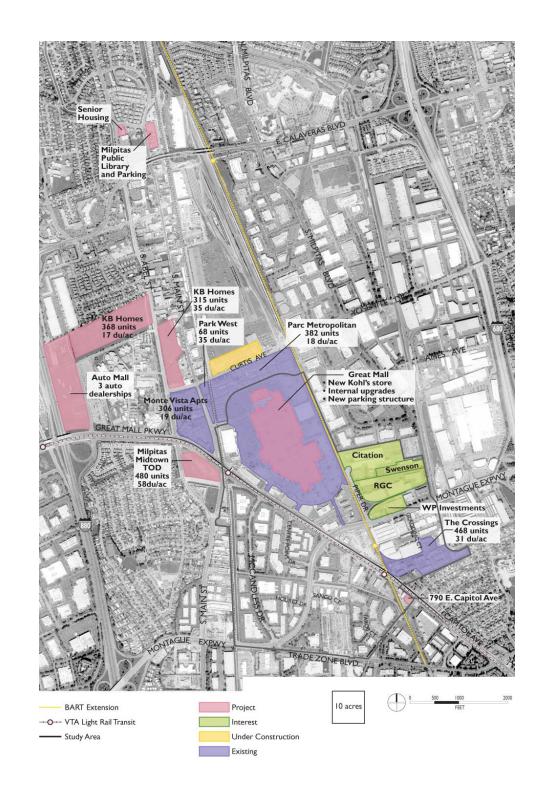
Redevelopment Areas

- Old Great Mall Project Area
- New Redevelopment Project Area
- Long Term Financial Capacity



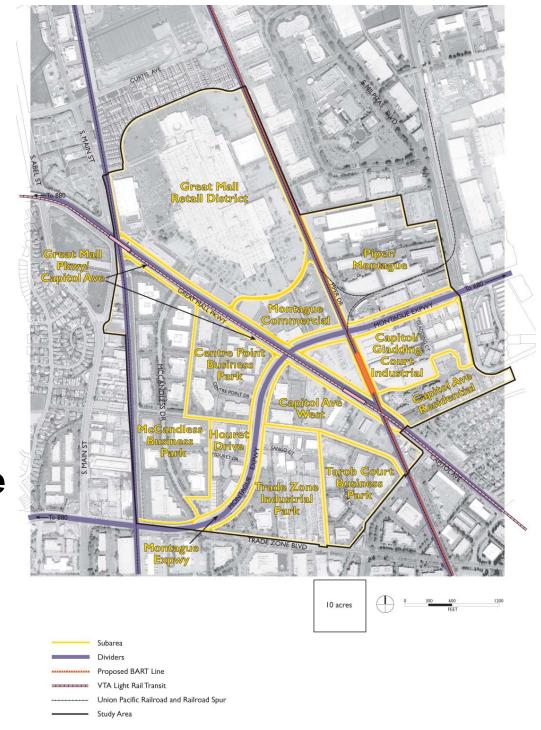
Recent Market Activity

- Great Mall
- Auto Mall
- KB Homes
- Milpitas Midtown
- Curtis Ave. Residential
- South Main Residential
- The Crossings
- Piper Drive Area



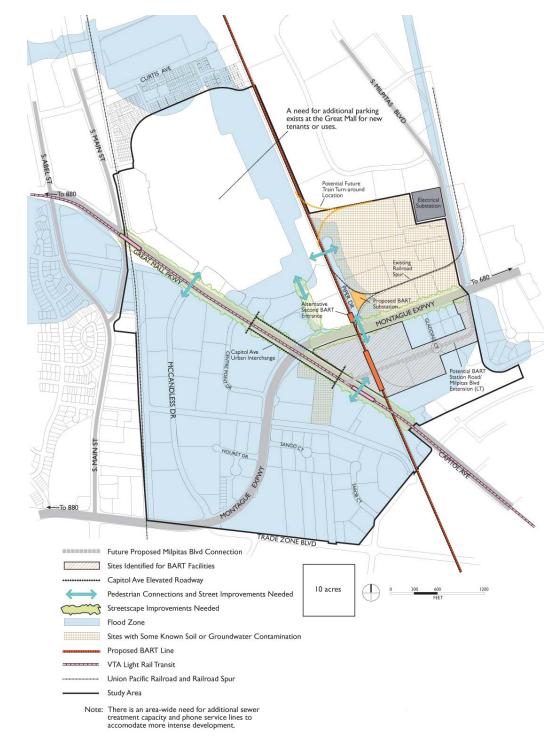
Subareas

- Great Mall Retail
- Piper/Montague
- Capitol/Gladding
- Montague/Trade Zone Industrial Parks
- McCandless, Centre Point, and Houret Drive Business Parks



Development Issues

- Soil or Groundwater Contamination
- Flood Zone Milpitas Blvd. Extension
- Sites for Future BART Station, Parking, Bus, Drop-Off, Substation
- Train Turnaround; Spur
- Great Mall Parking Need
- Pedestrian Connections across Expressways
- Capitol Ave. Flyover



Milpitas Transit Area Concept Plan

THREE PERSPECTIVES ON ECONOMIC DEVELOPMENT

- Regional
- Municipal
- Property Owners

REGIONAL OBJECTIVES

- Preserve opportunities for jobs
- Build much needed housing to accommodate diverse workforce
- Locate higher density housing near transit

CITY OBJECTIVES

- Increase sales tax collections
- High density and low value housing create intense service needs in the long term
- Preserve hotel opportunities
- Channel high value development into designated Redevelopment Areas

Milpitas Taxable Retail Store Sales

(in millions of dollars)



PROPERTY OWNERS: RESPOND TO MARKET

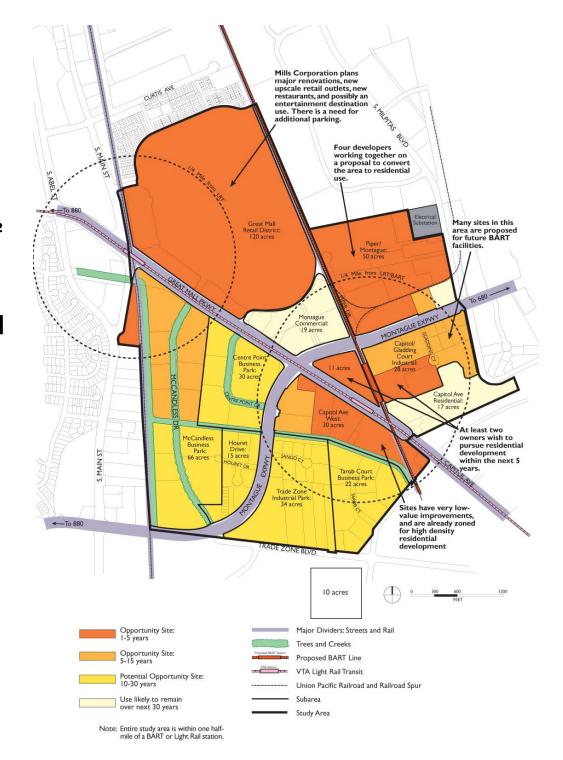
- Owner housing brings highest return
- Retail possible at the right locations but needs scale to succeed
- Hotel market 2 to 4 years off
- Office market 5 to 6 years off
- New industrial/R&D being priced out
- Apartment market may return if interest rates climb

Stakeholder Interviews

- Many property owners want to continue with their current use and tenants for the next 10 years.
- Some property owners want to convert industrial land for residential development.
- There are high vacancy rates in R&D buildings.
- Many property owners do not want to sell; they want to take the lead development of their property.
- Future land acquisition for BART is causing great uncertainty and problems for property owners.

Opportunity Sites

- Entire Study area is within ½
 mile (10 minute walk) of
 BART or LRT.
- Great Mall renovations and new tenants. Need for parking.
- Piper/Montague Area proposing to convert to residential
- Capitol Ave. sites ready to convert to residential



Milpitas Transit Area Concept Plan

City Goals

- Regional Identity
- Strengthen and Expand Retail to increase sales tax revenue to the City.
- Attract Big Box Retail.
- Land Uses not a drain on City funds
- City Image
- Housing
- Amenities and Services for Residents Parks, Educational Facilities, Retail, Restaurants

Property Owner Goals

- Continue Existing Uses
- Maximize Revenue
- Up Zoning to a "Higher" Use
- Flexibility
- Limited Government Regulation
- Synergy with Adjacent Development so "everyone's boat can rise"
- City to fix all the development issues
- Don't add assessments

Transit Agency Goals

- Increase Ridership
- Put housing near transit
- Higher Density Housing Types

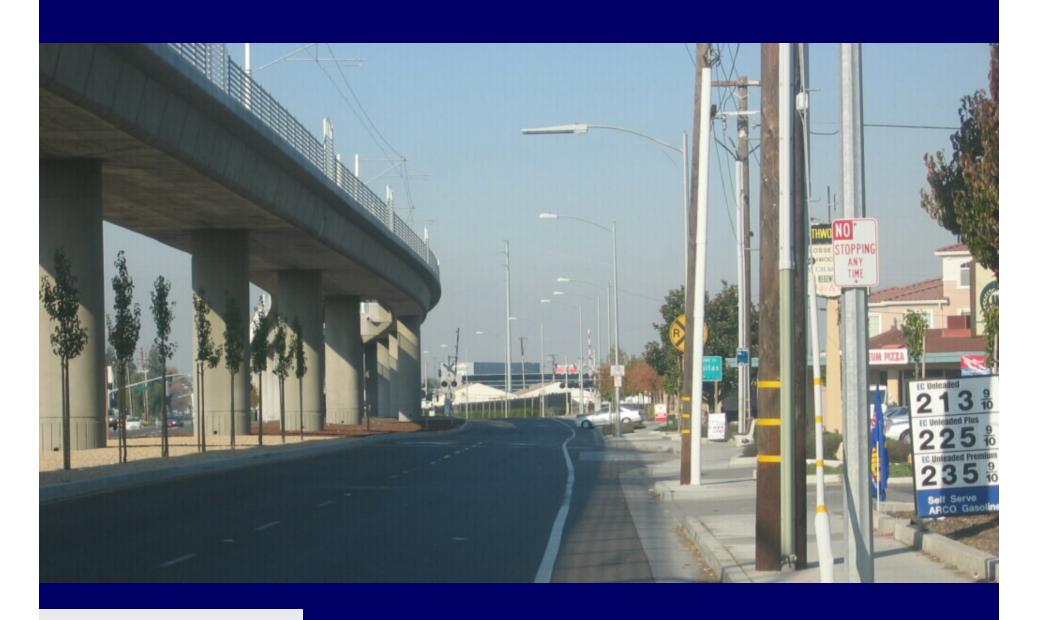
Updates Since January Workshop

- Continuing Discussions with Property Owners
- New Proposals from VTA regarding the BART Extension
- Discussion of Competing Objectives –
 Property Owners, City, VTA
- Plan Developed and Refined by Consultant and City Staff

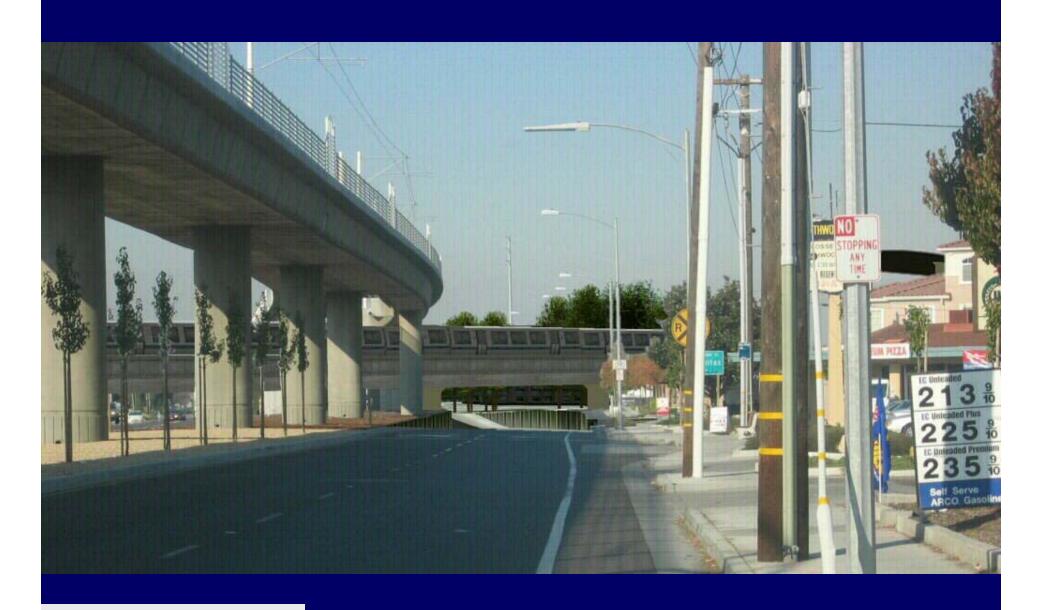
Revised Proposals from VTA

- BART Line Above Ground
- Segment of Capitol Avenue Lowered
- BART Station Revised Plans
 - 5- Story Parking Structure
 - Bus Transfer Area
 - Kiss 'n Ride, Shuttles, and Employee Parking
 - Plazas





Milpitas Transit Area Concept Plan



Milpitas Transit Area Concept Plan





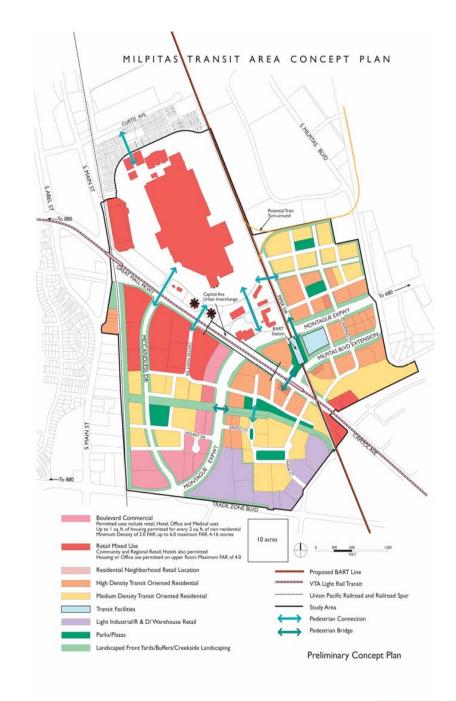
Overall Vision and Goals

- Transition from an R&D Industrial Area to Higher Intensity Mixed Use
- Strengthen City tax base sites for retail and hotel uses, opportunities for ownership housing, high density employment uses
- Build Transit-Oriented Development around Light Rail and future BART, with housing emphasis, to maximize transit ridership and meet regional housing/transportation goals
- Build Quality neighborhoods and commercial districts that are desirable in the market place and hold their value over time

Land Use Vision

- Strong Retail Core fronting on Great Mall Pkwy.
- Residential Mixed Use Districts Near BART and Montague Light Rail: Pedestrian Friendly Streets, Smaller Block Sizes, Small Urban Parks
- High Density Retail and Employment along western segment of Montague with a Landscaped Boulevard character
- Hotel Site along Great Mall Parkway
- Medium Density Residential Neighborhoods at interior of McCandless and Trade Zone areas
- Opportunities to Add Residential Uses on Retail and Employment sites

Concept Plan



Alternative Policy Choices

- Residential and Mixed Use instead of Retail Mixed Use
- No residential uses on Montague Expressway
- BART at corner of Montague/Capitol
- BART Extension Above Ground

BART Extension as aerial structure instead of underground Residential and instead of Retail Mixed Use MILPITAS BLVD EXTENSION San Jose-Single Family Residential **BART Parking and** Montague/Capitol corner property instead of on Milpitas Blvd No residential uses allowed on Montague Expressway sites; Lower minimum FAR San Jose-R&D/Light Industrica Shopping Center Retail San Jose-R&D/Light Industrial Employment Commercial
Retail, Hotel, Office and Medical uses
Minimum Density of 1.0 FAR: up to 3.0 maximum FAR, 2-6 stories High Density Mixed Use 10 acres light Delisty Finded over lesidential, Hotel, or Office uses permitted fandatory retail or restaurant uses on ground floor finimum Density of 2.0 FAR: up to 4.0 maximum FAR Residential Neighborhood Retail Location Proposed BART Line Very High Density Transit Oriented Residential Very High Density (Fahsit Oriented Residential) 40 un/ac minimum average density; 60 un/ac maximum average density; 4-12 stories; densities of individual projects may be <40 or >60, provided that area development complies with average density; small local-serving VTA Light Rail Transit Union Pacific Railroad and Railroad Spur High Density Transit Oriented Residential Study Area 30 un/ac minimum average density; 60 un/ac maximum average density; 3-5 stories; densities of individual projects may be <30 or >60, provided that area development complies with average density; residential uses only Pedestrian Connection Pedestrian Bridge Light Industrial/R & D/Warehouse Retail Landscaped Front Yards/Buffers/Creekside Landscaping

Milpitas Transit Area Concept Plan Regional Entertainment/
Sports Facility Alternative

- Indoor Arena or Sports Stadium or Sports Complex
- 25,000 Seats
- Mix of surface and structured parking

San Jose-Single Family Residentia Very High Density Residentia if no BART Station Public and Semi-Public Uses or Soccer Stadium or Tennis Complex San Jose-R&D/Light Industrial Shopping Center Retail Boulevard Commercial
Permitted uses include retail, Hotel, Office and Medical uses
Up to 1 sq. ft. of housing permitted for every 2 sq.ft. of non-residential
Minimum Density of 2.0 FAR; up to 4.0 maximum FAR, 4-16 stories 10 acres Retail Mixed Use Community and Regional Retail; Hotels also permitted Housing or Office use permitted on upper floors Maximum FAR of 4.0 Proposed BART Line Residential Neighborhood Retail Location Very High Density Transit Oriented Residential 40 unlac maximum average density; 40 unlac maximum average density; 50 unlac maximum average density; 4-12 stories densities of individual projects may be 4-00 or >60, provided that area development complies with average density; small local-serving VTA Light Rail Transit Union Pacific Railroad and Railroad Spur retail permitted at ground floor Study Area High Density Transit Oriented Residential Pedestrian Connection 30 un/ac minimum average density; 60 un/ac maximum average density; 3-5 stories; densities of individual projects may be <30 or >60, provided that area development compiles with average density; residential uses only Pedestrian Bridge Light Industrial/R & D/ Warehouse Retail Parks/Plazas Landscaped Front Yards/Buffers/Creekside Landscaping

Milpitas Transit Area Concept Plan

- Landscaped Boulevard along Montague
- Pedestrian Trail System along the drainage ways; landscape the edges
- Bridges as Gateways: Pedestrian Bridges over Montague and Great Mall Parkway with a signature design
- Streetscape for Great Mall Parkway





Montague Expressway





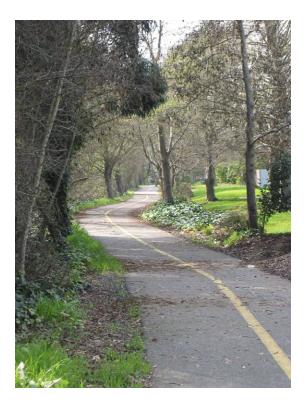
Penitencia Channel











Urban Trails in Petaluma, California





Great Mall Parkway, Milpitas



I-80, Berkeley





Great Mall Parkway

Lifestyle Retail/Restaurant Mall

Bay Street – Emeryville

Santana Row – San Jose









Retail Core Area on Great Mall Parkway

- Big Box Retail Also Possible on Large Lots
- Wrap with small scale retail on pedestrian side



Bass Pro



Home Expo

Boulevard Commercial: Office, Hotel, Residential, Retail, Restaurant



Santa Monica - Olympic Boulevard



San Francisco - Van Ness Boulevard

Mixed Use: Office, Hotel, Residential, Retail, Restaurant





Pasadena – Paseo Colorado





Recent Residential Development in Milpitas





Parc Metropolitan – 18 du/ac



Residential Neighborhoods



San Francisco South Beach – 80 to 120 du/ac



Mountain View Park Place – 45 du/ac



San Francisco South Beach – corner store



San Francisco South Beach – high rise

High Density Residential



Oakland Preservation Park – 125 du/ac



50 du/ac



Oakland Old Town Square – 80 du/ac



Oakland Old Town Square – 80 du/ac

Key Steps to Move Forward

- Provide certainty regarding land acquisition and site plan for BART extension facilities
- Identify right of way for Milpitas Blvd. Extension
- Amend Midtown Specific Plan to include Piper/Montague
- Proceed with Precise Plan for Transit Sub-Area
- Environmental Review for all new plans
- Work with Great Mall to consolidate permits and resolve parking requirements so that new tenants, restaurants, and entertainment can be added.
- Work with property owners that are ready to proceed to resolve development issues and design parameters relevant to their specific properties.
- Market retail and employment properties based on concept plan; identify opportunities, and get feedback.
- Fiscal Impact Study to Identify Costs and Funding Mechanisms for Infrastructure and for City services